**Market Analysis – Potential Clients (Target Audience)**

**Purpose of Survey -** [Survey Still Open](https://forms.gle/BFCYpb9RokFLar6z7)**:**

The conducted survey is the baseline for our marketing analysis pertaining to potential clients at Fortify. The collected data is based on facts. The survey was shared amongst students & assessors via Microsoft Teams and other members via online Discord servers. The purpose of running this survey is so that we can measure the demand of Fortify. We already know based on the above market analysis for competitors in Australia that we are the only non-for-profit charity which matchmakes between the organisation and the volunteer. This also signifies that we can fill a gap in the market. Therefore, we have used our collected quantitative data to show areas in which Fortify can expand as well as areas which affirm our company is heading in the right direction.

**Potential Volunteers – Who Are They?**

Originally we highlighted that our potential volunteers would be young adults who are either students and/or graduates scouting the job market for employability opportunities. They recognise the difficulties associated with attempting to secure a job with little to no experience. This is why we have developed Fortify in a way that helps these people register to volunteer, so that they can almost prove their knowledge and skills in a workplace environment. It allows them the opportunity to aid the community and further their cybersecurity abilities.

Now, based on the survey feedback we have concluded who we believe the potential volunteers would be. Participants were asked a range of questions about their experience, age, gender and cyber proficiency. Participants were first asked about their age and gender. We wanted to evaluate this because it would identify who would most likely want to volunteer. It also allows us to communicate with the development team so that they can design certain features on the Fortify site which are more prevalent amongst younger adults. Nonetheless, it also allows us to market to them more effectively. Consequently, when asked about their age 65% of participants range between the ages of 18-24 and when asked about their gender 60% were male, while 30% were female. This is great feedback because it demonstrates more often than not that younger people are usually more excited and willing to volunteer. While a majority of them are men, it doesn’t really make a difference because Fortify is gender-neutral, but we still measured this metric because certain organisations might be more inclusive to one or the other. Consequently, we believe that having a range of volunteers is great since it allows us to accommodate to more organisations.

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The remaining 30% of participants ranging from ages 24 to 54 years and 65+ demonstrate that an older percentage of people are still likely to volunteer. At Fortify we value them because they often bring years of experience and can be used to train other volunteers. While we originally believed that Fortify would mostly attract younger adults, we know that older folks will show some interest too.

Out of those participants 70% said they were still Students, while 35% were recent Graduates and the remaining 10% described themselves as self-educated IT Professionals. These numbers are reflective of the age groups we received earlier. They show that younger adults want to volunteer because they probably cannot commit to full time employment while studying and also many of them see the opportunity as an entry point to developing their experiences in the industry.

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Ultimately, this is why when asked about what motivates them the most to volunteer more than 50% said “for the experience”. Hence our catchphrase ***“a matchmaking tool for experience”***. Fortify helps these individuals kickstart their careers all while safeguarding many Australian organisations. This is what you will be investing into – a community of resilient individuals willing to empower each other.

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The next leading reason was to “build a network portfolio”. While this might be perceived as building experience, it is not. Some individuals may want to meet new people which in itself can help source even more opportunities. Networking will also be great for Fortify as it will increase user traffic through word of mouth. The final reason to why most volunteers even volunteer is because they “struggled to find employment” in their industry. This is the hard reality today and is where we see ourselves fitting into the market by providing more jobs. Nonetheless, by providing an environment which fosters new experiences and networking opportunities, we would also be allowing them to visualise what the real workplace responsibilities would look like as well as a more refined pathway to employability. It is also important to note that only 1 participant (in purple – see above) sees volunteering as a way to make some cash. The rest are all uninterested by this incentive. This is what makes it possible for us to be a non-for-profit platform!

Finally, we asked questions about threats, resource shortages and sourcing difficulties. The results showed that while 90% of all participants either strongly agreed or agreed that volunteering helps enhance their industry experience, almost 45% of them struggled to find volunteering opportunities in the past. Also, another 45% of them don’t believe it is difficult mainly because they haven’t tried to volunteer before, while the remaining 10% have volunteered and think it might be difficult.

Nonetheless, these results correlate with the fact that a staggering 90% of participants believe that there is a shortage of volunteering opportunities in the cyber space. This is where Fortify comes in to link the two, once again proving a market need!

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**Potential Target Organisations – Who Are They?**

Originally we highlighted that our potential target audience would be small organisations who usually do not have the adequate funding and/or knowledge to identify threats in their everyday operations and those who have been victims to cybercrimes and are unaware on how to recover.

Now, based on the survey feedback we have concluded who we believe the target audience would be. The remaining questions on the survey pertain to organisational processes, threats and resources. Participants were asked about the type of threat smaller organisation could be susceptible to, more than 80% fell between being extremely familiar to somewhat familiar. This shows that these potential volunteers are aware on a very average level about certain threats, with the remaining 15% being not familiar at all. Even though majority are still studying, a large number of them have the required knowledge and could register to be part of the Fortify team.

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Then they were asked about whether they felt that smaller organizations were more disadvantaged when it came to understanding their online responsibilities. More than 95% believed so and fell between ‘Always’, ‘Usually’ or ‘Sometimes’ while the remaining 5% chose ‘Rarely’.

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This shows that while volunteers are needed, organisations are also being recognised more often and it is clear than Fortify can now link between the two.

Moreover, a staggering 95% of all survey participants believed that smaller organisations tend to be underrepresented and they do not have adequate funds or knowledge to source the help they need. We curated these questions specifically to understand more about our target audience before launching Fortify. This only supports our directions; it is what makes us appeal! Also, when the same participants were asked about their previous volunteering experience with a smaller organisation almost 95% said that they did. The remaining 5% said they haven’t before but would be more than willing to assist.

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**Why is Fortify Appealing?**

From the discussed results we can conclude that there is clear evidence on both the volunteering side and target audience side which highlights that Fortify not only fits a need in the market, that of assisting smaller organisations but it also creates opportunities that allow an individual to become more experienced, increase they employability and build their network portfolio. All of which can increase Fortify traffic and awareness. This will all come full circle once we prove what we can do together. We are different because our platform and services bridge between two problem: lac of employability and lack of resources. The true *matchmaking tool for experience!*

Your opinion maters too & it can continue to help us shape the face of Fortify forever. Survey active click [Here](https://forms.gle/BFCYpb9RokFLar6z7).